

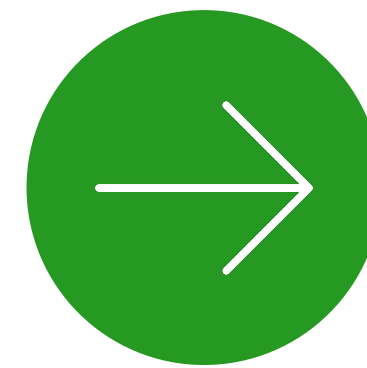


GREEN



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IDEAS OF ENTREPRENEURIAL





CREATIVE TEXTILE RECYCLING

INTRODUCTION

This business idea arises from the identification of a 'fast fashion' consumption model based on waste, related to textile products and the need to transform unused garments into raw materials.

PROBLEM

In our daily life we encounter a large amount of textile products that are discarded or have a very short life span, resulting in waste of resources and pollution.

SOLUTION

To create a textile recycling space where the adolescents of the Youth Centre reuse unused garments as raw material, making new useful, quality products that generate social impact. These will be donated to different institutions and projects.

ENTERPRISE

Creative Textile Recycling is an enterprise where teenagers from the Santa María de Gurises Unidos Youth Centre use unused textile garments as raw material, transforming them into new, useful, quality products, generating social and environmental impact.



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HOW DOES ENTREPRENEURSHIP ARISE?

1

WHAT PROBLEMS AROSE?

- Fast fashion ephemeral and changing / mass production and consumption increasing at the same speed as changing trends vs. production time/quantity of resources/durability/pollution.
- The Youth Centre receives many donations of unused clothes.



3

WHAT SOLUTIONS DO WE VALUE?

- Carry out an awareness campaign on environmental pollution caused by the accumulation of textile garments.
- Design and make products with social impact for Early Childhood Centres and children from the reuse of unused textile garments.



WHY DID WE CHOOSE TEXTILE RECYCLING?

Although there is greater environmental awareness regarding materials such as plastic, cardboard, paper, etc., textile material is still not seen as a generator of environmental pollution. Nor is its potential as a raw material for the generation of new products identified.



2



4

WHY DID WE CHOOSE THIS SOLUTION?

It addresses the problem in an integral way: it provides a solution to the waste of textile garments, through an educational action with adolescents, making it possible to develop textile design and tailoring skills, generating a useful and quality product that becomes an input for other institutions and projects.

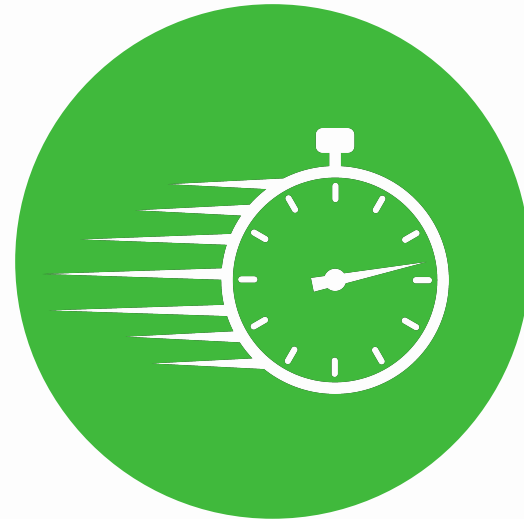


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TOOLS USED

- Research and awareness-raising on the problem
- Training in textile design and clothing design skills.
- Research, ideation, prototyping, evaluation of products to be made with recipients.



TIME SPENT

- 30 hours of textile design and tailoring workshops
- 8 hours of getting to know other enterprises and similar experiences.
- 30 hours of planning, creation and elaboration of products.
- 10 hours of coordination with different institutions and projects.



CHALLENGES OR OBSTACLES

The difficulties of learning textile tailoring skills in a short time, the creation of a product that is novel, useful, of quality and with social impact.



ACHIEVEMENTS

Designing a solution that involves adolescents and young people, enables them to develop different skills and competences and generates a social and environmental impact for society.





CREATIVE TEXTILE RECYCLING

DESCRIPTION:

This empreendimento was born as a way to give useful life to fabrics or clothing that would otherwise be discarded and pollute the environment, given that according to studies, the impact of the fashion industry includes more than 92 million tons of waste produced per year and 79 billion litres of water consumed.



OBJECTIVE

To generate an enterprise that contributes to the care of the environment and at the same time can collaborate by donating the products made to civil society organisations (CSOs).



TECHNOLOGY

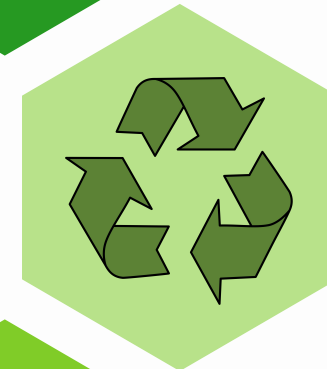
We use audiovisual media to familiarise ourselves with and research the subject and to disseminate the enterprise.

We use sewing machines to create new garments.



SOCIAL IMPACT

It has a direct impact on people because through an educational action, adolescents and young people develop competencies and skills for everyday life. It also has a social impact on the institutions to which the products are donated.



ENVIRONMENTAL IMPACT

Building these products would not mean producing and consuming more, but rather extending the life of raw materials and reducing pollution.



SUSTAINABILITY

By recycling and processing these products, we will ensure their durability over time and avoid continuing to perpetuate a linear economy that produces and discards at an ever-increasing rate.



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THE TEAM

Our team is made up of educators, workshop leaders, adolescents and young people who are part of the Santa María de Gurises Unidos Youth Centre.

- Mariana Silveira - Yackson Fleitas
- Diego Pailos - Facundo Machado
- Agustina Correa - Ursula Mañini
- Camila Reyes - Ihoan Morossini
- Santiago Garcia - Alison Alvarez
- Jhoana Avellaneda - Dahiara Duarte

The group is made up of a group of 15 teenagers who participate in the proposal of the Santa Maria Youth Centre of Gurises Unidos.



CONCLUSIONS

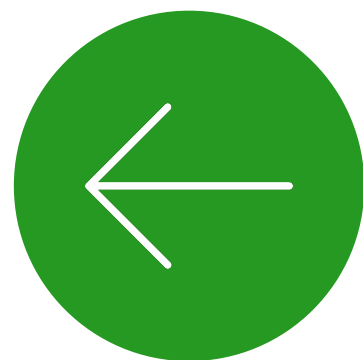
- It is difficult to find a solution that encompasses all the issues and their dimensions.
- Teamwork facilitates the process and complements the approach to the problem.
- The research on this issue has helped us to think of different strategies and possible solutions that empower adolescents and young people in this issue.
- The different experiences and good practices have collaborated and inspired us to develop new ideas for entrepreneurship.



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